

CURRICULUM VITAE

Simona Haasova

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PERSONAL INFORMATION

Birth 24.04.1989 in Bratislava, Slovakia
Nationality Slovak
Address Lucna 21, 900 01, Modra, Slovakia
Phone +421 902224457
Email simona.haasova@univie.ac.at
Current position University Assistant

EDUCATION

From 2014 University of Vienna (Austria), doctoral studies
Major: Psychology
Advisor: univ.-Prof. Dr. Arnd Florack

2012 - 2014 Utrecht University (Netherlands), MSc
Major: Social and Health Psychology
Advisor: dr. Madelijn Strick (& dr. ir. Ruud Custers)

- Research internship at the University College London, UK,

2008 – 2012 Comenius University (Slovakia), BSc, *cum laude*
Major: Social and Work Psychology
Advisor: doc. PhDr. Eva Letovancová, PhD

ACADEMIC EMPLOYMENT AND POSITIONS

From 2014 **University Assistant** (Universitätsassistenten), Faculty of Psychology, Department of Applied Psychology: Work, Education and Economy, Applied Social Psychology and Consumer Research, University of Vienna, Austria

- 2011 - 2014 **Research Assistant** (various projects)
Vrije University Amsterdam: The Amsterdam Emotion Regulation Lab (led by Dr. Sander Koole)
Utrecht University: Faculty of Social and Behavioral Sciences (under the lead of dr. Madelijn Strick)
- Sept. 2011 **Research Associate**, Comenius University, Bratislava, Faculty of April 2012 Social and Economic Sciences, Project VEGA 1/0497/10: “Concept and functional model of career consulting for university students.” Researcher: Doc., Mgr. Elena Lisá, PhD.
- Sept. 2011 - Feb. 2012 **Research Associate**, Ministry of Finance of the Slovak Republic, Project: “Employee satisfaction”.

TEACHING EXPERIENCE

INSTRUCTOR OF RECORD

- Fall 2017 **Proseminar Social Psychology - Wellbeing** (200143-1), University of Vienna
- Spring 2017 **Proseminar Social Psychology - Wellbeing** (200016-1), University of Vienna
- Fall 2016 **Theorie und Empirie wissenschaftlichen Arbeitens (Arbeit, Bildung und Wirtschaft) 2** (200088-1), University of Vienna
- Spring 2016 **Theorie und Empirie wissenschaftlichen Arbeitens (Arbeit, Bildung und Wirtschaft) 1** (200107-1), University of Vienna
- Fall 2015 **Theorie und Empirie wissenschaftlichen Arbeitens (Arbeit, Bildung und Wirtschaft) 2** (200074-1), University of Vienna
- Spring 2015 **Theorie und Empirie wissenschaftlichen Arbeitens (Arbeit, Bildung und Wirtschaft) 1** (200102-1), University of Vienna

PROFESSIONAL AFFILIATIONS AND SERVICES

Professional Organization Member

Austrian Association for Psychology (ÖGP)

- JuWi (Junge Wissenschaftlers) Representative for Vienna
- Organization of ÖGP JuWi Summerschool (2015 / 2017) and co-organization of ÖGP Tagung 2018

Association for Consumer Research

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES/MANUSCRIPTS IN SUBMISSION & IN PREPARATION

Haasova, S., Elekes, B., Missbach, B., & Florack, A. (2016). Effects of imagined consumption and simulated eating movements on food intake: Thoughts about food are not always of advantage. *Frontiers in Psychology*, 7, 1691.

Haasova, S. & Florack, A. (under review). Practicing the (un)healthy = tasty intuition: Towards an ecological view of the relationship between health and taste consumer judgments. *Food Quality and Preference*.

Florack, A., Haasova, S., Hirschauer, S., & Serfas, B. (under review). Playing with food: The effects of food pre-exposure on consumption in young children. *Applied Psychology: Health and Wellbeing*.

Haasova S., Florack, A., & Keller, J. (in preparation). How ordinary and extraordinary experiences impact wellbeing: Frequency, intensity and the self.

CONFERENCE PRESENTATIONS

Haasova, S. & Florack, A. (October 2017). *Practicing the (un)healthy = tasty intuition: Towards an ecological view of the relationship between health and taste consumer judgments*. Poster presented at the Association for Consumer Research (ACR) conference, San Diego, CA, USA.

Haasova, S., Florack, A., & Keller, J. (July, 2017). *How experiences impact wellbeing: frequency, intensity and self*. Poster presented at the 18th General Meeting of The European Association for Social Psychology (EASP), Granada, Spain.

Haasova, S., Florack, A., & Keller, J. (June, 2016). *How experiences make us well: The role of the self*. Talk presented at the ICSIH-3: International Conference on Social Identity and Health, Brisbane, Australia.

Haasova, S., Florack, A., & Keller, J. (July, 2016). *How experiences make us well: Frequency, intensity and the self*. Project presented at the SoDoc Workshop, Hamburg, Germany.

Haasova, S., Palcu J., & Florack, A. (July, 2015). *How gaze-cuing affects liking: the role of fluency*. Project presented at the SoDoc Workshop, Münster, Germany.

Haasova, S., & Florack A., (June 2015). *Habituation in food consumption: an out-of-awareness strategy of self regulation?* Project presented at the ÖGP Summerschool 2015, Spital am Phyrn, Austria.

RESEARCH QUALIFICATIONS

Technical skills

- Data analysis: R, SPSS, LISREL, STATA
- Programming: Inquisit, E-prime, Unipark, Qualtricks, Open Sesame, SMI eyetracker
- Microsoft Office, Adobe Photoshop & Illustrator, Authware (basics), EndNote

Language skills

- Slovak (Mother tongue)
- English – C2 level (fluent in speaking and writing), Toefl (y. 2012): iBT score of 102 p.
- German – B2 level (semi-fluent in speaking and writing) – Sprachdiplom holder (y. 2008)
- Russian - basics